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## From our Managing Director



Dear Customer,

The face of our industry is rapidly changing; discovery platforms, open source and open systems, and a multitude of applications that augment the library's core services provide libraries with both a challenge and an opportunity. A challenge, because budgets are tight and libraries must carefully select the tools that meet their - and their users' - needs. An opportunity, because the choices that are now available to libraries also provide exciting new ways for delivering better and more dynamic experiences to users.

At Infor we have placed the user experience at the cornerstone of our development. We have over time created many interfaces to third-party applications that improve the user experience in different ways (think of RFID or payment stations). We have also ensured that our solutions are flexible enough to meet the needs of users in different environments; in this context, we integrate our applications with VLEs (Virtual Learning Environments) for example and allow users to find scholarly information in resource databases through support of various protocols and standards (such as OAI for data harvesting).

To date, much of our development has focused on the back-end. Interfaces - such as web services and APIs - or CRM functions (within our V-smart ILS) are after all back-end tools rather than user-facing applications. An exception, of course, is the Web OPAC, which integrates multiple web 2.0 features. As we continue to further build out both the Web OPAC as well as our interfaces (based on a Service Oriented Architecture - SOA), we are now also taking the end-user experience to a new level. In the coming months we plan to launch Iguana, our marketing and collaboration platform. Iguana will give the library new ways to promote its services and unlock its collections through collaborative and interactive end-user applications.

I started out by saying that the rich availability of products provides both a challenge and an opportunity. When balancing both one must consider many factors; what do library customers need or expect? What does a library provide to meet that need? And how can the library benefit most from meeting the needs of its users? Iguana rests on the assumption that libraries can strengthen awareness and grow usage by reaching out in increasingly savvy ways to its users. Libraries must reach out not only through robust 'discovery' interfaces, but by enabling users to discover all offerings - from author readings, to children programs, exhibits, social events and of course collections.

In the months ahead we will communicate our plans for Iguana in more detail at the upcoming user group meetings and conferences. In the meantime, I hope you will enjoy this edition of our newsletter and I look forward, as usual, to hearing from you with any questions or comments you may have.

Sincerely,

Ann Melaerts

## “Working Lives”: An Oral History Project at Warwickshire County Council Libraries

Documenting the life and work of ordinary people has been a rewarding task for the Warwickshire County Council libraries.

“Working Lives”, the libraries’ oral history project, recently won the

Allan Ball Local History Award for publishing memories of the life and work of people in the towns of Nuneaton and Bedworth. The project, accessible on the Council’s web site, features over 50 interviews and 300 photographs, concentrated on the brick and tile, engineering, quarrying and textile industries over the last century.

To store the narratives in the Vubis Smart database, “Working Lives” uses a modified MARC21 format. Web site visitors can search on a number of fields (e.g. industry, employer, occupation...) or use a pre-defined search to find information in the database. Each entry includes a description of the interview alongside an image of the person. Commenting on the Vubis Smart implementation, Ayub Khan, Warwickshire County Council’s Head of Libraries (Strategy), said: “Libraries play a major role in preserving and showcasing our cultural heritage in each and every community. With



Vubis Smart we have been able expand that role by providing our users with a virtual resource to explore a depth of local historical narratives.”

The Alan Ball Local History Awards were established to encourage local history publishing by public libraries and local authorities. Organized by the Library Services Trust, they are an established part of the library awards scene, and provide publicity for local studies, both nationally and locally, particularly in the winners’ home areas. While originally all entries were of printed items, in recent years the judges have welcomed increasing numbers of non-print items such as websites. To see Working Lives from Warwickshire in action, visit: <http://www.warwickshire.gov.uk/workinglives>.

## Managing Course Reserves in Vubis Smart / V-smart

New functionality in Vubis Smart and V-smart now enables academic libraries to easily manage their course reserves. With Reserve Book Room (RBR) educational institutions can place required course items (books, photocopies, electronic links...) on reserve while applying distinctive circulation rules such as shorter loan periods.

The RBR functionality has been fully integrated within Vubis Smart / V-smart and takes advantage of the systems’ flexible database formats and extensive indexing capabilities. Staff can create authorized course and instructor records, create course records by semester with 1 or more instructors per course, and move items into or out of RBR individually or in batch (as an automated process). In the Web OPAC, users can then search on any indexed data element, including (but not limited to) course name, instructor, department, notes, course term, etc.

Central to RBR is the support of a broad e-learning environment. Instructors may define specific reading lists (private or shared with access and edit permissions) and link these to the course descriptions in the Web OPAC. RBR also supports links to external or 3rd party

## Working Lives

Memories of Work & Industry in Nuneaton & Bedworth: an oral history

### Full description

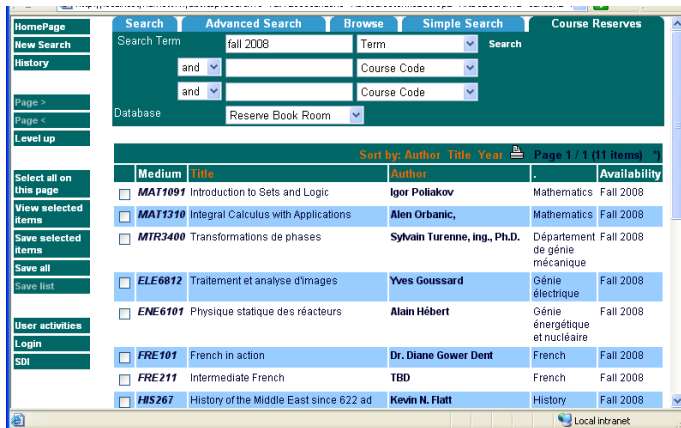
Image (select to enlarge)



**Title** Mr Fred Stevens talks about his working life in engineering  
**Personal name** Stevens, Fred  
**Occupation** machine miller; universal miller; tool designer;  
**Employer** William Moorhouse and Sons Limited; British Thomson Houston

resources such as Virtual Learning Environments (i.e. Sakai, Moodle) and electronic resources (e.g. course outlines in PDF, Word, etc).

For more information about RBR, contact your account representative.



## Taking the user experience beyond search

By Eric Conderaerts, Director of Product Management

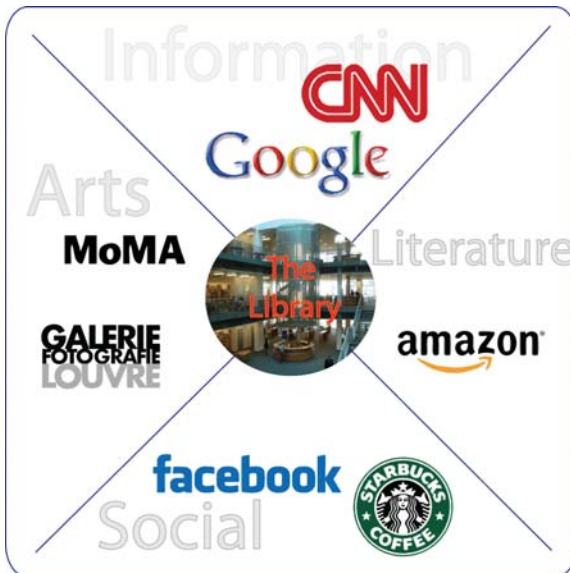
At the recent American Library Association annual conference in Chicago, the public libraries of Los Angeles and San Francisco co-presented a session titled "Targeted Marketing: Hitting the Bull's Eye." The presentation appropriately touched on the importance of creating stronger awareness of the library's services and the need to change the public's perception about the role of the library. As the presenters pointed out, the library resides, in effect, at the nexus of the cultural landscape where it essentially serves four functions; the library is a social center, a cultural institution, a place to obtain items (books, CDs, DVDs...), and an information broker.

The library, however, has yet to cement its "nexus" position in the hearts and minds of the wider public it serves. Indeed, for each of the functions noted above the library "competes" with other organizations and businesses such as bookstores, cafés, museums and search engines. The presenters at the ALA session

pointed out that when users think of the library vis-à-vis these "competing" organizations, the words that still come to mind are "books", "search" and "quiet". To change this narrow perception, libraries must therefore provide a different user experience - one that truly promotes the dynamic environment and wide array of services offered by the library. Offline, this may entail changing the physical space to cater, for example, to an all important social and communal need. Likewise, in the online sphere libraries must meet the expectations of today's users by extending the web presence beyond search into the realms of 'mobility' and collaboration.

Today's web users enjoy more mobility than ever before; through widgets and gadgets, visitors take content along, share information and create experiences at a time and place of their choosing. At the heart of this mobility is a deconstructive approach to web publishing; web sites are increasingly 'open', allowing users to grab content and use it elsewhere. For the library, deconstructing its web presence creates new opportunities to strengthen awareness of its offerings. As library users interact around information and with each other anywhere on the web, the library can engage with its users in multiple ways and in many different locations. Yet providing information mobility is not without its challenges; libraries, after all, offer specific services that are directly linked to local systems and databases. The key to success is the integration between loosely coupled applications / widgets and the library's local systems. The result is a dynamic user experience that 'unlocks' the full span of a library's collections and services.





The library resides at the "nexus" of the cultural landscape

Our new initiative, Iguana, aims to do just that; as a widget-based marketing platform, Iguana deconstructs a library's web presence and enables the library to promote its services through a number of interactive applications (book clubs, surveys, personal profiles and social networking). The Iguana platform is open; libraries can add their own applications to the Iguana framework while users can move applications from and to other locations on the Web (think of iGoogle or social networking sites for example). The importance of portable content is significant; it enables the library to reach out to more users in different places and to strengthen its brand by creating more awareness of services and collections.

By providing a user experience beyond search the library's web presence becomes an excellent marketing tool. Collaboration, portability and customization offer users a range of options to interact with one-an-other, learn about services and discover resources. This approach, in conjunction with data mining and analysis (what are your users' true interests?), is the guiding principle of Iguana, our next-generation interface. Iguana will enable the library to communicate its

relevance as an institution beyond an information repository. It's bound to deliver a new user experience and reinvent the library's web presence. Stay tuned!

## Infor Granted e4libraries Accreditation by Book Industry Communication (BIC) in the UK

In response to its sound commitment to existing and emerging standards, Infor has been granted

e4libraries accreditation by Book Industry Communication (BIC) in the UK. The accreditation scheme enables organizations to demonstrate their commitment to electronic trading and other beneficial library technology such as full-cycle EDI, implementation of RFID systems, efficient access to, and use of, bibliographic records, as well as the adoption of more efficient working practices in the supply chain.



Infor was granted the e4libraries accreditation for integrating full cycle EDI, flexible support for the import and export of bibliographic data, as well as support for RFID interfaces in the Vubis Smart and V-smart library management systems. The core EDI support is based on the implementation of the EDIFACT standard to ensure the widest compatibility and compliance.

For the import and export of bibliographic data, BIC recognized the flexibility offered by Infor's systems including automated record searching (using Z39.50), which provides for record enhancement processing as a standard feature. In addition, the BIC accreditation recognized Infor's use of standards based interfaces to RFID systems, integration with third-party systems through Web services, and advanced e-resources management.

Full details of the e4libraries scheme can be found at <http://www.bic.org.uk/e4libraries/15/ACCREDITATION->

SCHEME.

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## Maastricht School of Management (MSM) Chooses V-smart



The Maastricht School of Management (MSM) has chosen for V-smart, Infor's web-based integrated library system. MSM will implement V-smart to simplify the management of the library's collections and to provide faculty and students improved access to a wide array of information resources.

With its diverse faculty and more than 2,500 students, MSM is the largest and most international, independent business school in the Netherlands. MSM is a globally networked management school with English as the primary language of instruction. The MSM Library includes approximately 17,000 items: books, magazines, theses (MA, DBA and PhD) and more. The Library also subscribes to a large collection of online resources that users can currently access through the web site and which will be made accessible through the V-smart Web OPAC.

For more information about MSM, visit: [www.msm.nl](http://www.msm.nl).

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## Infor at IFLA 2009

The 75th IFLA World Library and Information Congress was held this year in Milan, Italy. The conference provided a unique opportunity to meet people from nearly each corner of the world. In the course of four days, from August 23 to August 27, librarians from across the globe gathered at the Fiera Milano Convention Centre (MIC) to reflect on this year's theme: "Libraries create futures: Building on cultural heritage".

As in previous years, Infor was proud to sponsor the opening Officers Reception, held at a beautiful setting at Lake Como, an approximately 40 minutes drive away

from the conference center. People attending enjoyed the magnificent castle and the pleasant temperature, which provided welcome relief after the heat of Milan.

During the conference we were delighted to welcome many visitors to our booth in the exhibit hall. Of particular interest this year

were our solutions for the libraries of the blind and visually impaired; with multiple installations in Dutch, Swiss, Belgian and Danish libraries, our integrated library system has been gaining increased traction as a system well-suited to manage this group's specific requirements.

Next year's conference will be held in Gothenburg, Sweden. Until then!



Ann Melaerts, managing director, Infor Library and Information Solutions and Claudia Lux, President of IFLA

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## Job Openings (Bristol, UK)

Our Bristol, UK office has an opening for a Technical Support Consultant. To learn more about this position, visit: <http://www.vubis-smart.com/html/careersuk.htm>

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## Visit us at the Following Events

### NVB Conference, the Netherlands

Visit us at the NVB Conference in the Netherlands on November 12, 2009 in Ede. Visit the conference web site at: <http://www.nvbcongressen.nl/>

### Online Information 2009, UK

Visit us in London, UK from December 1-3, 2009. Learn more at: <http://www.online-information.co.uk/>

[index.html](#)

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## Welcome to the V-smart Family

- Vlaams Instituut voor Sportbeheer en Recreatiebeleid, Belgium
- Nationale Arbeidsraad, Belgium
- Commissie voor Bank- en Financiewezen, Belgium
- Maastricht School of Management, the Netherlands
- Vale of Glamorgan Libraries, United Kingdom